

THE IMPORTANCE OF ORGANIC PRODUCTS IN SUSTAINABLE DEVELOPMENT

Turcuț Nicolae Olimpiu*

*Banat University of Agricultural sciences and Veterinary medicine Timisoara, 119, Calea Aradului, 300645 Timișoara, jud. Timiș, România, e-mail: nicu.turcut@instalvest.ro

Abstract

Product creation is the starting point in generating environmental problems. Here is the stage where decisions are made about the type of processing resources and processes to be used, and this determines the volume and characteristics of waste streams. Product design is a very important aspect of environmental marketing strategy, since there are resources used and waste generated. Starting from this point, it appears clear that the introduction of organic products in the economic system wide solution will be a major pollution.

Key words: organic products, processed products, consumer, organic farming.

INTRODUCTION

We begin, of course, by explaining the concept of organic product. One such product "has green attributes, which are nothing but factors that will lead to improved waste management deliberately created by the decisions on how they are produced, what they are made, how it works, how long can be used as are distributed, as are used as ends are removed when the consumption or use. These decisions operate the pollution prevention strategies (P2) and resource recovery (R2) and, thus, lead to reduced environmental costs". (Fuller D., 1999)

MATERIAL AND METHOD

The eco-product can be considered a "product that consumers demand and at the same time, harmonize their interests on the short, medium and long" (Iosif Gh., et al, 1999) or "that product or service whose environmental performance and society in general, are significantly better than a conventional product". (Pettie K., 1992)

However, for most organic products such short-term interests are not seen, does not exist or cannot be seized. In most cases the environmental attributes are intangible, invisible and of minor importance for consumers. They do not reflect the main benefit, at once, which is actually the main reason why the product is purchased. Rather, these features reflect the long-term needs of ecosystems and, ultimately, results in increased quality of life for consumers.

Quite simply, consumers do not know or are not interested in the

ecological attributes as they are not present in the shape of the product, nor affect their operation. Such a situation is with the recycled aluminum, for example, used for new packaging and lead to energy savings of 95%, (Fuller D., 1999) but this may not be noticed in the new product as an attribute of immediate importance to the consumer. In very few cases the environmental attributes are major features of the product. (White K., 2003)

It is very difficult as the impact of environmental attributes on consumer rather subtle, indirect, that might translate into future quality of life, to be understood and appreciated at the time of purchase. We can say that there is generated one of the most important tasks in environmental marketing, namely, the need to educate markets oriented consumers in order to obtain short term benefits immediately in connection with long-term benefits that are brought environmental attributes of products. (Şchiopu D. 1997)

RESULTS AND DISSCUSIONS

Depending on their environmental attributes can be assigned to specific product attributes and process attributes, both contributing to what I called earlier dematerialization process. Specific attributes reflect the characteristics of waste management processes arising directly from raw materials and processes developed for the products and bringing them to consumer marketing channel. (Puia I., et al, 2001) Waste streams generated from production processes, the activities of wholesalers and retailers are an example in this direction. Product-specific attributes are included in what is produced in its intrinsic characteristics, noticeable or less noticeable by the consumer.

They are part of that "what is the product" and "what will be will be" in the future. Types and quantities of materials, including packaging, physical length of life of the product, waste streams resulting from use of the product by the consumer, how easy it can disassemble for recycling etc. are all examples of environmental aspects related to the product. (Stugren B., 1982)

So we can conclude from these two types of attributes that organic products are obtained due to efficient use of resources involved in their production, and products that allow a certain proportion of recycling, and using resources and materials premiums available in large quantities instead of rare or raw materials obtained by recycling, (Odum E. P., 1971) and also those that generate less waste streams from both achievements and consumption.

When it comes to organic product they necessarily include packaging and accessories. Thus, a convention may become due to environmental features or changes in packaging or products that are

absolutely necessary or facilitate the use / consumption of primary. (Naşcu H., 1997)

There are organic products that help to improve the environment, which can be considered "totally green products", for example, The equipment used reduces industrial pollution and the products help to reduce environmental damage at present or future. (Puia I., Soran V. 1984)

Referring further to the third definition of green products mentioned above, there have been made two clarifications. First, the concept of green product is seen as a relative, as there may be "nuances" of environmental performance. (White K., 2003)

Given this relative character appears clearly markets these products need to be closely controlled and monitored by legislation, media, pressure groups and consumers in order to avoid abuse. Second, there is performance to be meaningful for shareholders to acquire companies offering these products on the market "green" for the entire society, especially for consumers, as recognizing that important ecological features they will buy these products, generating development of markets these products. So, training and development of demand for organic products requires consumer awareness through constant communication between the company and market transformation so that they meet the consumer behavior of charge. (Peattie K., 1991)

Organic food products, are special category of "green" products that can be considered organic food products, so-called organic or biological products, mainly due to consumer interest in them. (Glosan N., 1979) If a car whose life is expired can help consumers to save for a certain period of time, if emissions are not generated an immediate danger to its owner, if he perceives legislative pressure to replace only if purchasing a conventional product that does not leave to see was made in terms of polluting technologies, energy-intensive, for example, another is the perception of food.

The threat posed by inadequate consumption of food or less healthy is and becomes, for a number of increasingly large consumers of major importance now. Although the share of organic food markets in European countries are quite low for a certain category of consumers they represent a shopping list permanently.

These products are made from raw materials of organic farming, first, and their processing is eventually not used as synthetic substances in the second row. They are no different nutritionally than regular products, but the quality, taste and their natural virtues and these can be the main reasons for choice. (Pop D. 2009) Opposite claim is environmentally friendly chemicals or synthetic elements. Pesticide use is strictly prohibited in growing organic produce, plant residues on the surface are non-existent,

applied the principle of neutralization of GM products, fertilizers used are natural.

Although the protein content is higher for conventional products, as a result of nitrogen from chemical fertilizers, it is lower quality than for organic products, which are rich in essential amino acids, the vitamins and minerals. Also, blinding dairy, vegetables, fruits clearly showed that organic products are more tasty. If the product is one that does not contain any synthetic additives, raw materials from conventional agriculture, it will be called natural product.

So the differences from conventional products do origin of the goods or raw materials, processed products, and presence or absence of synthetic substances, artificial additives.

CONCLUSIONS

In Europe there are strict legal and institutional framework through which the main check mode of production and producers. The organic product label mentions only if at least 95% percent of the ingredients come from organic farming. Products are guaranteed by a specification approved by the authorized institutions.

In Romania there are a number of organic foods, including cheese "Dorna", eggs produced organic in a poultry farm at Curtisoara, Olt County, distributed in a network of supermarkets, certified by a competent body in Hungary, bread and some others. A number of Romanian organic products obtained from organic farming, are exported.

It may be referred as a matter about food, that current opinion which is opposed to the use of genetically modified organisms. The European Union argues that there are risks for health and environmental risks associated with genetically modified bodies. In this respect specific rules were adopted in July 2003, which requires that all food and products used in animal feed that have a higher content of 0.9% GMOs to be labeled as such, and all food GM can be clearly identified. On this topic there are different views over the ocean, the U.S. and Canada considering that GMOs pose no risk to health, there is no scientific basis to prove this. (Halweil B., Mastny L, 2004)

REFERENCES

1. Fuller D., 1999, Sustainable Marketing. Managerial – Ecological Issues, Sage Publications, California, pp. 130-164
2. Iosif Gh., Bran F., Manole V., Iosif S., Stoian M., 1999, Ecomarketingul societăților comerciale, Tribuna economică Printing press, Bucharest, pp. 220-225
3. Pettie K., 1992, Green Marketing, Longman Group UK Ltd., pp. 174-175

4. White K., 2003, Footware with a Past'Now a Thing of the Past, Recycling Times, June 27, pp. 32-65
5. Iosif Gh., Bran F., Manole V., Iosif S., Stoian M, 1999, The ecomarketing of the comercial societies,Tribuna economică-Printing press, Bucharest, pp. 203-226
6. Peattie K., 1991, Green Marketing, Longman Group UK Ltd., pp. 94-174
7. Puia I., Soran, V., Carlier L., Rotar, I., Vlahovic, M., 2001, Agroecology and eco-development, Academic Press Publishing House, Cluj-Napoca, pp. 24-79
8. Halweil B., Mastny L, 2004, The world's state 2004 – Worldwatch Institute report on the progress of the processes towards a sustainable society, Tehnică- Printing press. Bucharest, pp. 194-206
9. <http://www.mct.ro/web/2/fp6/6/6.htm>
10. <http://www.hydrops.pub.ro/cnnd2003.html>
11. http://www.icpe-ca.ro/en/dezvoltare_durabila.asp
12. http://141.85.31.54/strategie/TehnologiaInformatiei/Tehnologia_Informatiei.htm
13. Glosan N., 1979, Food and agriculture in the next three decades, R. S. R. Academy Press, Bucharest, pp. 22-89
14. Mohan Gh., Neacșu, P., 1992, Teorii, legi, ipoteze și concepții în biologie. Editura Scaiul, București, pp. 12-43
15. Nașcu H., 1997, Tratat de ecosisteme, Editura ICPIAF, Cluj-Napoca
16. Odum E. P., 1971, Fundamentals of Ecology, 3-rd Ed., W.B. Saunders and Co., Philadelphia. London, Toronto, pp. 84-107
17. Pop D. 2009, Ecomarketing, De la provocare la necesitate,Editura Universității din Oradea, 54-68
18. Puia I., Soran V. 1984, Agroecology. Ecosystem and agrosystem, Ed Tipo Agronomia, Cluj-Napoca, pp. 72 -83
19. Stugren B., 1982, Bazele ecologiei generale, Editura Științifică și Enciclopedică, București, pp. 92-156
20. Șchiopu D. 1997, Ecologie și protecția mediului, Editura didactică și pedagogică, București, pp. 19-48